

Realty Firm Branch Gets Face Lifting

Remodeling of the Alyce O'Rourke Realty office in Manhattan Beach has been completed and is attracting large numbers of visitors familiar with the "before" and anxious to see the "after."

The Manhattan Beach location serves the firm as a branch office. It is located at 231 Rosecrans. The main office is located at 23970 Hawthorne Ave. in Torrance.

The remodeling was made necessary by the growing volume of business of the local firm. Alyce O'Rourke Realty, Inc., is a member of the Torrance-Lomita Board of Realtors, and other associations.

The O'Rourke firm specializes in properties in the Southwest area, and has a large number of listings. Over the years, it has gained a reputation as a specialist in real estate exchanges.

Religious Survey Scheduled

A door-to-door survey to determine religious preference of residents in the Southwood area bounded by Anza Avenue and Calle Mayor will be conducted Sunday, Aug. 19, by a church group.

The group will be the Hi Leaguers, high school age students of the Lutheran Church of the Resurrection at 330 Palos Verdes Blvd. Information obtained from the survey will be given to various denominations.

The survey is a phase of the church's "Preaching, Teaching and Reaching" program at which Dr. Maynard Force, president of the California Lutheran Bible Institute, will be guest speaker for five consecutive evenings, beginning Sept. 30. The program is scheduled for 7:30 p.m. in the main sanctuary.

Pastor Marvin Rygh said the church had conducted such a survey before but in cooperation with other churches.

Purpose of the survey is to make people in the area aware of church facilities and the church's desire to serve them, he said. About 300 homes will be visited in the area bounded by Anza Avenue and Calle Mayor and Sepulveda and Pacific Coast Highway.

Children Take Reading Tours With Books

Boys and girls in Torrance have been enjoying a summer reading program at the Torrance Library. A total of 181 children are registered for the program, "Dr. Dolittle's Summer Safari Club."

Mrs. Lila Held, children's librarian, reminded other area children that there is still time to join the summer club.

The boys and girls read books about Dr. Dolittle's travels and his animal friends. Each of the animal friends conducts a tour for the children.

Annual Alondra Baby Judging Set Wednesday

Alondra Park's annual baby show is slated for 10 a.m. Wednesday. Ages for contestants are up to three years.

The show will be held in the Activity Building at the park. No pre-registration is required. Additional information is available by calling the park director, Mrs. Belle Foy, at DAVIS 3-8125.

PUNJABS
by gum party

ALL'S WELL THAT ENDS WELL

TV CANDIDS by Terrence O'Flaherty

For several years television has been looking for a sequel to the two most successful series ever shown on that medium—the Army-McCarthy Hearings and the Estes Kefauver Crime Investigations.

But be of good cheer, my friends! I think we have a suitable successor in Billie Sol Estes, the cotton and ammonia fertilizer king of Pecos, Texas, who was recently indicted for dishonesty and just plain Southern cussedness.

There are enough solid dramatic elements for a good courtroom suspense series. First there's Billie Sol himself, the perfect picture of the New Southern Gentleman—the church-goer, who sang all the right hymns on Sunday and gouged his neighbors on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

There's a murder and a pretty girl driven mad. There is even a crusading newspaper reporter who scoops the rest of the country.

And last of all, there is the sweet-sour smell of graft in high places. It has everything but St. George and the Dragon. And someone is probably working on that.

So far, the Senate investigation into the Estes case in Washington, D. C., has occupied television on an infrequent schedule.

The main event starring Billie Sol, in person, has been postponed until late Summer in Texas at which time the yellow rose of Texas faces trial on charges that he bilked a farmer of \$162,144 in a fraudulent fertilizer deal.

At present, there is no assurance that television will cover the actual trial but I have a hunch it would have a large audience.

Perhaps the best selling-point is its durability factor. The first charge is only one of eight counts totaling \$827,577. Obviously the series could go forever. But who will sponsor it? How about a good cotton company? Or do-it-yourself ammonia fertilizer tanks?

Sunday night I was ready for bed but made the fatal error of turning on the TV set for a few moments and was immediately hooked on an old movie about a burlesque dancer who was trying to become a Broadway star. The story was obvious and corny but I couldn't tear myself away from it.

The dancer loved to dance but she was being wooed by a rich playboy circa 1929 who wants to marry her. He even takes her home to meet his grandmother. She was also in love with her director, who wanted to star her in his own show.

Despite the fact that the playboy tries to wreck the show to win the girl, she goes on (at 12-hour notice) and becomes a great Broadway star. She also kisses the director at the finale. And we may assume they go on together to become rich and happy and famous and loved by everyone in the land.

As you can see, the story was terrible but it was wonderful to watch because the dancer was Joan Crawford; the playboy, Franchot Tone; the director was Clark Gable, and the grandmother, May Robson. Miss Crawford's dancing partner in a brief scene: Fred Astaire.

The movie was "Dancing Lady," made by M-G-M in 1933 when all the stars were young and beautiful. (Well, Miss Robson wasn't exactly young but she was beautiful.) The film has lasted through the past 30 years because it has a kind of happy integrity to it. Compared with today's cinema, with its psychological worry-warts, it was as delightfully innocent as "The House at Pooh Corner."

I wonder if we'll feel the same about "Where the Boys Are" and "Walk on the Wild Side" when they hit television screens 30 years from now.

No Deadline For Cal-Vet

California veterans were reminded again this week by local service officer Sara R. Bridges that there are no Cal-Vet loan cut-off dates or deadlines.

GI home loans have such deadlines. This difference allows many California veterans who have already missed the GI loan deadline to file for Cal-Vet loans.

To be eligible for Cal-Vet loans, a veteran must be a native Californian, or have resided in the state at the time of entering the armed forces.

Questions about the Cal-Vet program should be directed to Mrs. Bridges at 1622 Gramercy, or to the Farm and Home Division branch office at 830 N. La Brea Ave., Inglewood.



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August 4, 1962

Douglas Anderson
Advertising Manager
Torrance Herald
Torrance, Calif

Dear Doug:

I want to add my thanks to that of my clients, Mr. and Mrs. James Squire, for the splendid cooperation shown us by the Torrance Herald.

The Squire Quitting Business Sale which opened Thursday, August 2, with nearly a full page ad in the Herald brought crowds which lined the sidewalk in front of our store from 9:30 until 2 waiting to get into the store. The store was jammed right up to closing time. Two checkout stands worked non-stop to handle the crowds. Big traffic has continued Friday and Saturday.

Because of the huge, almost overwhelming, turnout the stock is selling out much faster than we ever dreamed possible. We now anticipate the successful conclusion of our sale within the month.

The pulling power of the Herald has never been a question mark to me or to the Squires. Both of us have placed many ads with you over the years. Such a turnout as this is a tribute to our good judgement.

Again thank you for all your past cooperation and the wonderful work done on the Squire sale by your advertising representative, Gene Roberts.

Sincerely yours,

William Shaphren
William Shaphren



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